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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/864,723	05/23/2001	Natasha P. Hixon	4842US	2791
24247	7590	10/24/2003	EXAMINER	
TRASK BRITT P.O. BOX 2550 SALT LAKE CITY, UT 84110			CHOI, STEPHEN	
		ART UNIT	PAPER NUMBER	
		3724		

DATE MAILED: 10/24/2003

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Please find below and/or attached an Office communication concerning this application or proceeding.

Advisory Action	Application No.	Applicant(s)
	09/864,723	HIXON ET AL.
	Examiner	Art Unit
	Stephen Choi	3724

--The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

THE REPLY FILED 08 October 2003 FAILS TO PLACE THIS APPLICATION IN CONDITION FOR ALLOWANCE. Therefore, further action by the applicant is required to avoid abandonment of this application. A proper reply to a final rejection under 37 CFR 1.113 may only be either: (1) a timely filed amendment which places the application in condition for allowance; (2) a timely filed Notice of Appeal (with appeal fee); or (3) a timely filed Request for Continued Examination (RCE) in compliance with 37 CFR 1.114.

PERIOD FOR REPLY [check either a) or b)]

a) The period for reply expires _____ months from the mailing date of the final rejection.
 b) The period for reply expires on: (1) the mailing date of this Advisory Action, or (2) the date set forth in the final rejection, whichever is later. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the mailing date of the final rejection.
 ONLY CHECK THIS BOX WHEN THE FIRST REPLY WAS FILED WITHIN TWO MONTHS OF THE FINAL REJECTION. See MPEP 706.07(f).

Extensions of time may be obtained under 37 CFR 1.136(a). The date on which the petition under 37 CFR 1.136(a) and the appropriate extension fee have been filed is the date for purposes of determining the period of extension and the corresponding amount of the fee. The appropriate extension fee under 37 CFR 1.17(a) is calculated from: (1) the expiration date of the shortened statutory period for reply originally set in the final Office action; or (2) as set forth in (b) above, if checked. Any reply received by the Office later than three months after the mailing date of the final rejection, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

1. A Notice of Appeal was filed on _____. Appellant's Brief must be filed within the period set forth in 37 CFR 1.192(a), or any extension thereof (37 CFR 1.191(d)), to avoid dismissal of the appeal.
 2. The proposed amendment(s) will not be entered because:
 (a) they raise new issues that would require further consideration and/or search (see NOTE below);
 (b) they raise the issue of new matter (see Note below);
 (c) they are not deemed to place the application in better form for appeal by materially reducing or simplifying the issues for appeal; and/or
 (d) they present additional claims without canceling a corresponding number of finally rejected claims.

NOTE: _____.

3. Applicant's reply has overcome the following rejection(s): _____.
 4. Newly proposed or amended claim(s) _____ would be allowable if submitted in a separate, timely filed amendment canceling the non-allowable claim(s).
 5. The a) affidavit, b) exhibit, or c) request for reconsideration has been considered but does NOT place the application in condition for allowance because: See Continuation Sheet.
 6. The affidavit or exhibit will NOT be considered because it is not directed SOLELY to issues which were newly raised by the Examiner in the final rejection.
 7. For purposes of Appeal, the proposed amendment(s) a) will not be entered or b) will be entered and an explanation of how the new or amended claims would be rejected is provided below or appended.

The status of the claim(s) is (or will be) as follows:

Claim(s) allowed: _____.

Claim(s) objected to: _____.

Claim(s) rejected: _____.

Claim(s) withdrawn from consideration: _____.

8. The proposed drawing correction filed on _____ is a) approved or b) disapproved by the Examiner.

9. Note the attached Information Disclosure Statement(s) (PTO-1449) Paper No(s). _____. 

10. Other: _____.

STEPHEN CHOI
PRIMARY EXAMINER

Continuation of 5. does NOT place the application in condition for allowance because: Regarding claims 12, 14, and 16, applicants contend that Balback does not expressly or inherently describe any substantially planar sheet supporting surface and a die retaining element configured to receive a substantially planar die. Applicants further contend that element 26 of Balback cannot be considered to be substantially planar. The examiner respectfully disagrees. Figures 1-3 clearly show element 22 having a substantially planar supporting surface. Furthermore, the substantially planar die of the present invention includes a protruded cutting edge (68) as is in Balback. Balback shows a die retaining element (30) configured to receive a substantially planar die (26). Regarding claim 13, applicants contend that one of ordinary skill in the art would have had no reason combine the teachings and to expect the asserted combination to be successful. The examiner respectfully disagrees. It is old and well known to one of ordinary skill in the art to use a magnetic element to facilitate connecting or disconnecting two elements as evidenced by Benson. The examiner's rejection relied on the teaching of Benson using a magnetic element to retain a die member. Regarding claim 15, applicants contend that one of ordinary skill in the art would not have been motivated to combine teachings since Balback and Sabin disclose different apparatus and no reason to expect to incorporate the pad 22 of Sabin into the apparatus of Balback. The examiner respectfully disagrees. Balback and Sabin are both related to a die cutter and the use of a cushioning pad is old and well known in the art as evidenced by Sabin for the purpose of protecting a cutting edge. The examiner's rejection relied on the teaching of Sabin on the use of a cushioning pad and it is the examiner's position that one of ordinary skill in the art would have been motivated to employ a cushioning pad on the device of Balback in order to protect a cutting edge.